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## **J. LOHR VINEYARDS & WINES NAMES DAVE MURET SENIOR MARKETING DIRECTOR**

**A past executive director of the Santa Lucia Highlands Winegrowers Association,  
Muret will advocate on behalf of J. Lohr and the Central Coast wine region**

San Jose, Calif. – October 24, 2016– J. Lohr Vineyards & Wines today named Dave Muret senior marketing director. Muret joins J. Lohr after a successful seven-year tenure as the executive director of the Santa Lucia Highlands Winegrowers Association—an organization that he played a key role in founding. At J. Lohr, Muret joins a veteran team guided by Rhonda Motil, who was recently promoted to vice president of marketing. As senior marketing director, Muret will work with Motil and members of the Lohr family to develop and oversee J. Lohr’s marketing, sponsorship and education programs. He will also apply his extensive experience to support J. Lohr principals in the areas of industry relations and regional advocacy.

Prior to his tenure as the executive director of the Santa Lucia Highlands Winegrowers Association, Muret spent eight years as the marketing director for Santa Lucia Highlands-based Paraiso Vineyards, and before that, five years as the director of communications for Mirassou/La Rochelle winery in San Jose. Muret has also mentored many small, artisan Central Coast wine brands as a marketing and public relations consultant. In addition to these professional roles, Muret’s regional advocacy work has included being a past marketing committee chair for the Monterey County Vintners and Growers Association (MCVGA), where he was twice named “Volunteer of the Year” for his expertise and branding efforts.

“Dave has a wealth of knowledge and industry experience,” says Motil. “He also shares our values, our focus on quality, and our belief in building the reputation of our region.

I had the pleasure of working with Dave during my ten years as the executive director of the MCVGA. Like the Lohr family, Dave is a longtime champion of the Central Coast. His work bringing the Santa Lucia Highlands to global prominence is echoed in our own commitment to Monterey County and Paso Robles. While Dave will be a fantastic addition to our team, his passion for the Central Coast wine industry will also make him a powerful advocate for our region.”

### **About J. Lohr Vineyards & Wines**

Founded four decades ago by Jerry Lohr and still family-owned and operated today, J. Lohr Vineyards & Wines crafts a full line of internationally recognized wines from its 5,000 acres of sustainably farmed, estate vineyards in Paso Robles, Monterey County’s Arroyo Seco and Santa Lucia Highlands appellations, and St. Helena in the Napa Valley. Offering an expressive range of styles, J. Lohr produces four tiers of signature wines showcasing its estate grapes – *J. Lohr Estates*, *J. Lohr Vineyard Series*, *J. Lohr Cuvée Series* and *J. Lohr Gesture*.

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